

LISTING OF THE CLAIMS

At the time of the Action:

Pending Claims: 1-20

After this Response:

Pending Claims: 1-13, and 15-21

Amended Claims: 1, 7, 9, 11, and 16, 18, and 20

Canceled Claim: 14

New Claims: 21

1. (Currently Amended) A method for outputting a transformed Web site privacy policy onto a display device, comprising:

comparing one or more user concerns with a Web site privacy policy;

identifying specific portions of the Web site privacy policy that conflict with the user concerns;

~~re-ordering the Web site privacy policy such that the identified specific portions of the Web site privacy policy that conflict with the user concerns appear before the portions of the Web site privacy policy that do not conflict with the user concerns; and~~

outputting displaying the entire Web site privacy policy onto the display device such that the identified specific portions of the Web site privacy policy that conflict with the user concerns appear before the portions of the Web site privacy policy that do not conflict with the user concerns ~~re-ordered Web site privacy policy.~~

2. (Original) The method as recited in claim 1, further comprising collecting user concerns from a user.

3. (Original) The method as recited in claim 2, further comprising collecting the user concerns from a user via a concerns settings user interface.

4. (Previously Presented) The method as recited in claim 1, wherein: the Web site privacy policy includes one or more policy statements; and the comparing further comprises comparing each privacy policy statement with each user concern.

5. (Original) The method as recited in claim 1, wherein the privacy policy further comprises a policy file that conforms to P3P (Platform for Privacy Preferences Project) standards.

6. (Original) The method as recited in claim 1, wherein the privacy policy is contained in an XML (eXtensible Markup Language) file.

7. (Currently Amended) The method as recited in claim 1, wherein ~~displaying~~ outputting the ~~re-ordered~~ Web site privacy policy includes ~~displaying~~ outputting the re-ordered Web site privacy policy in an XSL (extensible Stylesheet Language) transformation.

8. (Original) The method as recited in claim 1, further comprising notifying the user that a conflict exists between the user concerns and the Web site privacy policy file.

9. (Currently Amended) The method as recited in claim 1, wherein the ~~displaying~~ outputting is performed in response to a user request to display the re-ordered Web site privacy policy.

10. (Previously Presented) The method as recited in claim 1, further comprising receiving a user request to initiate a policy analysis.

11. (Currently Amended) A Web site privacy policy evaluation and transformation system, comprising:

one or more processors; and

memory having instructions executable by the one or more processors, the memory including:

a user concerns menu to allow a user to enter privacy concern preferences to be used in evaluating a Web site privacy policy file;

a Web browser to allow the user to access one or more network Web sites based on the evaluation of the privacy policy file;

a trust engine for evaluating the privacy policy file, the trust engine enabled to:

request an user input prior to continue browsing the Web sites that do not contain the Web site privacy policy,

evaluate the privacy policy file by comparing the user concerns with [[a]]the privacy policy file, and

identify specific portions of the privacy policy file that conflict with the user concerns;

a transformation module to transform the privacy policy file into a user-centric policy display that emphasizes the specific portions of the privacy policy file that conflict with the user concerns; and

a user interface module to cause the display of the transformed privacy policy file.

12. (Previously Presented) The system as recited in claim 11, wherein the trust engine further compares each user concern with each of multiple statements making up the privacy policy file.

13. (Previously Presented) The system as recited in claim 11, wherein the Web browser further provides a conflict notification when there is a conflict between a user concern and the privacy policy file.

14. (Canceled).

15. (Previously Presented) The system as recited in claim 11, wherein the user interface module displays the portions of the privacy policy file that conflict with the user concerns more prominently than the portions of the privacy policy file that do not conflict with the user concerns.

16. (Currently Amended) One or more computer-readable media including computer-executable instructions that, when executed on a computer, perform a method of:

comparing a set of user concerns with a set of Web site privacy policy statements to determine if a privacy policy statement conflicts with a user concern;

identifying specific portions of the privacy policy statement that conflict with the user concern;

adding metadata to the privacy policy statements' internal representation of the conflicting statements;

re-ordering the privacy policy statements so that the specific portions of the privacy policy statement that conflict with the user concern appear before the portions of the privacy policy statement that do not conflict with the user concern; and

causing the displaying of the re-ordered privacy policy statements on a display device.

17. (Original) The one or more computer-readable media as recited in claim 16, further comprising collecting the set of user concerns from a user.

18. (Currently Amended) The one or more computer-readable media as recited in claim 16, further comprising receiving a prompt from a user before executing the comparing, identifying, re-ordering, and the causing the display of displaying.

19. (Previously Presented) The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified.

20. (Currently Amended) The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified, and only performing the causing the display of~~displaying~~ upon detection of a user response to the conflict notification.

21. (New) A method for outputting a transformed Web site privacy policy via a trust engine module stored in memory, comprising:

comparing one or more user concerns with the Web site privacy policy via the trust engine module when the Web site does contain the Web site privacy policy;

identifying specific portions of the Web site privacy policy that conflict with the user concerns via the trust engine module; and

outputting the Web site privacy policy in an expandable-collapsible tree where each conflicting portion is identified by its own branch in the tree and the non-conflicting portions are identified by its own branch in the tree, the branches representing the non-conflicting portions placed below the branches representing the conflicting portions.